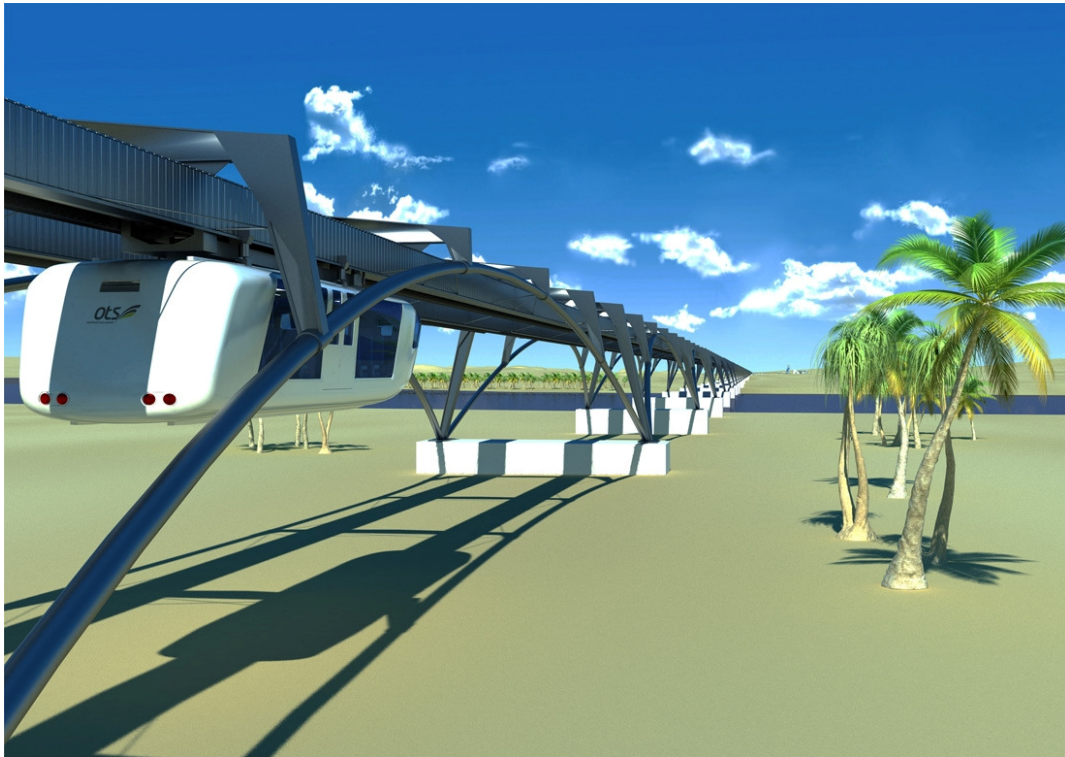




Animations

# A Burst of Clean-Energy

*How 3D visualization Can Help To Achieve  
Commercial Objectives*



Evelien Smit  
PlusAnimations

# A burst of clean-energy

## *How 3D visualization Can Help To Achieve Commercial Objectives*

By Evelien Smit

President Barack Obama stated, *"There's something big happening in America in terms of creating a clean-energy economy."* He then added that there is still much more to be done.<sup>1</sup>

*In the booming clean-energy market, it is hard to stand out*

The United States of America is a country of opportunity. The Renewable energy market is no exception. The U.S. government is currently stimulating the energy sector with billions of investment dollars. It is no surprise many entrepreneurs and established companies are taking advantage of the moment to begin business operations in the clean-energy sector with hopes of profitability as well as making a contribution to a greener world.

As in every booming market the competition is intense. Following the green trend is a popular path. Many entities are focusing their business plans on renewable energy. But with so many doing the same, how do you guarantee your market visibility and demonstrate that your product is the next best thing?

*3D visualization can easily and clearly explain the purpose of your product*

Explaining how your product works, its uses, and where it differs from existing technology is a difficult task and a critical element in reaching your commercial objectives. A 3D animation can be the solution. The visualization provided by 3D animation is far superior to the written or spoken word. It can effectively enable a client to visualize a product's uses and benefits.

This paper examines the challenges of presenting products and projects in the renewable energy sector and explains the many advantages of utilizing 3D visualization to help achieve your company's commercial objectives.

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<sup>1</sup> ABCnews.go.com. *Obama directs \$3.4B to a 'smart' power grid.* 27-10-09

### **The challenges of a booming market sector**

As a market booms, it becomes more difficult for a product to be noticed. The clean-energy sector is such a market. There are many good and sustainable ideas; the difficulty is to avoid becoming a grey figure in the green mass. Standing out and catching the eye of clients and investors is essential for the success of your product, now and in the future.

No matter what stage your company is in: searching for funding, go-to-market, or marketing an exciting brand (for brand recognition), each stage faces the same difficulties. How do I reach my audience in such a way that the message is clear and it sticks?

*The pitfall of long explanatory texts*

A commonly encountered pitfall is utilization of long explanatory texts to describe how a product works and the purposes of its use. Today, investors and potential customers have a unique attention span. The challenge is to get their full attention.

### **Marketing trends**

We are in an era of media and marketing saturation. Uses of technology for advertising, telemarketing, and mailing have become common place. But with the hyper-creativity of today's professionals and cutting-edge innovations in clean-energy solutions, it seems a contradiction to rely on typical marketing tactics.

The global trend of using greater multimedia to transfer a message is quickly outdated the use of textual documentation, radio, and television. Online advertising, unusual ad placement, blogging, and experiential marketing are the wave of the future. These new methods are proving to focus greater attention on the product and brand.<sup>2</sup>

*Visualization plays an enormous role in new marketing tactics*

In all of these new marketing approaches, visualization plays an enormous role. Digital visualization becomes an important element in convincing customers of the value of your product.

With conventional energy technology everybody generally knows how it looks and works. New technologies are harder to visualize. The clean-energy sector is new and many ideas are unfamiliar or untested.

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<sup>2</sup> <http://smallbusiness.aol.com/features/marketing-trends>

Preserving the great ideas that can contribute to a sustainable future is vital. Creating confidence in new ideas and technology is of major importance in this process. Convincing clients and investors of the viability of these ideas and technologies is the next step along the path.

The convergence at this moment in history of new and critical green energy technologies along with innovative methods of presenting messages that can assist stakeholders in visualizing these new capabilities creates an extraordinary opportunity for the uses of 3D visualization.

*Humans are visual beings, seeing is believing.*

### **The solution: 3D visualization**

Historically, 3D visualization saw limited use in professional workstations. However, recent developments in software, hardware, and 3D graphic cards make 3D visualization feasible and affordable.<sup>3</sup>

A 3D model is a realistic representation of a real or fictitious image simulated by a computer graphic. The technique of visualizing images or animations in 3D is an effective way to communicate both abstract and concrete ideas.

3D visualization is one of the terms used, among others, such as Artist Impressions, renders, and stills. They all indicate a still 3D image. A 3D animation or computer animation is a short movie.

### Uses of 3D models

Using 3D models differs according to commercial goals of project stakeholders, project particulars, and the project phases when 3D models are created. It can be said that in general there are five primary uses of 3D visualization.<sup>4</sup>

1. Interaction with non-professionals
2. Construction planning
3. Drawing production
4. Design coordination
5. Teaching and training

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<sup>3</sup> Feng, D. et al. *Stepping into the Third Dimension*. Journal of Neuroscience. November 21, 2007

<sup>4</sup> Gao, J. & Fischer, M. *Framework & Case studies comparing implementations & impacts of 3D/4D modeling across projects*. Stanford University, March 2008.

### Advantages of 3D visualization

3D visualization offers the following benefits for entrepreneurs and professionals in the renewable energy sector:

- **Creates a realistic image:** With the use of 3D technology a real or imagined environment can be experienced in the three dimensions of width, height, and depth.
- **Helps a project come to life:** 3D visualization can be used to portray the product design and development before manufacturing.
- **Dynamic interaction:** the 3D objects can be zoomed in / out, moved, rotated, etc.
- **Benefits:** A 3D model can be developed for many uses offering various benefits at different phases of a project.

*A 3D animation can be shown on a normal TV or a computer screen*

### Creating a 3D visualization

A misconception about 3D is that it can only be viewed on a special screen or with special glasses. Neither of these are true. A 3D animation or image can be viewed on a normal TV or a computer screen. The 3D image is presented in a Quicktime or Mediaplayer format.

It is important to know the requirements to create a 3D image or animation. It is a time consuming and work intensive process consisting of a number of steps.

1. A conversation with the client helps define ideas for the animation and the project.
2. The client provides the 3D studio with all information available about the design of the project:
  - AutoCAD drawings
  - Sketches
  - Pictures
  - References

Information about **material use, texture, and environment** are essential for the computer programmer. The more data available the better. This prevents misinterpretation of information.

3. The shape of the 3D model is created without any texture or colors. The shape of the model is the important thing in this step.
4. Textures, colors, environment, lighting, and cameras are applied. This step is the most time consuming.

*It is not always necessary to create a highly detailed animation to obtain a big impact*

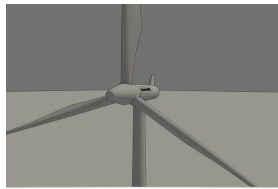


Figure 1: step 3 grey model



Figure 2: step 4

When providing the 3D studio with an assignment, it is critical to provide the appropriate level of detail. To gain maximum benefit, the particular model needs to match the appropriate level of detail. It is not always necessary to create a highly detailed animation to obtain the desired impact.

### What to look for in a 3D studio

When seeking a company to provide 3D visualizations, be sure to look for the following:

**Cooperation:** The best companies listen to their clients. In the end it is the clients' animation or image, not the 3D studio's.

**Costs:** The level of details and the duration of the animation are the biggest elements determining cost. Currently there are many 3D studios in Asia and South America, resulting in more competitive prices in those places than in Europe or the USA.

**Custom made:** There are a lot of standardized 3D images available on the Internet. Since you are selling a unique product, it is essential that the 3D studio fulfills your specific wishes.

**Delivery time:** Creating a 3D animation takes at least two weeks. This may vary depending on the duration of the animation and level of detail.

*High impact  
visualizations for a  
competitive price*

**Quality:** The quality of a 3D model can be estimated by the level of realism and /or impact desired. A realistic image is determined by the level of detail. It is not always necessary to have a high level of detail to obtain a high impact from your 3D model.

### **The PlusAnimations Advantage**

PlusAnimations is a young and innovative 3D company. We started in 2007 and now have offices in Amsterdam and Buenos Aires. Our team consists of passionate and dedicated professionals who create high impact and high quality visualizations. Our production team is in Argentina allowing us to deliver for a competitive price.

We have incredible confidence in our organization. The Argentines contribute great creativity in their 3D models and our European team provides a strong management structure giving our overall group diversity and skill.

The objectives of our clients are our number 1 priority. Therefore, we keep in close contact at every step of the process. Your objectives are ours.

PlusAnimations believes in the power of 3D visual communication and that power of a 3D model is infinitely more convincing than a television commercial, radio announcement, or one minute pitch.

Our visualization products include: 3D Animations and Artist Impressions. These visualizations can be used for multiple purposes such as pitches, PowerPoints, brochures, and websites.

**To find out how PlusAnimations can help you achieve your commercial objectives with 3D visualization contact Evelien Smit at [info@plusanimations.com](mailto:info@plusanimations.com)**

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